

Matchless! Supreme! Irresistible!

It is absolutely necessary to convey the REAL importance of this extraordinary event—words well within the facts—not overdrawn one particle!

FREE TO EVERY LADY!

Charge your choice of any Silk Handkerchief in the Store.
Residents refunded according to size of purchase.
From this advertisement will be shipped promptly and carefully

A PERSONAL STATEMENT

WE WANT TO SAY JUST A WORD TO OUR FRIENDS, CUSTOMERS AND THE PUBLIC IN GENERAL: DON'T BE MISLED INTO THE WRONG STORE! WE ARE LOCATED AT 214 EAST WASHINGTON ST. WE MAKE THIS ANNOUNCEMENT BECAUSE SOME OF OUR COMPETITORS HAVE PLACED MISLEADING SIGNS ON THEIR WINDOWS.



A. F. PERALTA
Manager of the
Fair Department Store

IT STORE NOW OPEN!

Washington Street

214 East Washington Street

Condition which will do much toward solving the problem of the high cost of living."

men's and children's clothing and by eliminating the wholesaler's profits we still sell to the public at an enormous saving.

Boots, Pumps and Oxfords

\$1.98

All Sizes - All Leathers

secure smart, snappy, up-to-the-
ble reductions, and in addition
leathers. **COME AND CHOOSE**

Misses' Boots \$1.39 Misses' and children's jockey boots. Higher tops and better protection against the weather \$1.39	\$1.75 Comfort Slippers 98c Made of vic kid, in plain toe or pat- ent tip with rubber heel 98c
Boy's Shoes \$1.29 Big boys' sample shoes; good qual- ity; opening sale \$1.29	\$4.00 Work Shoes \$2.45 Men's high-grade black or tan heavy waterproof calf-skin; with double soles \$2.45

Opening Specials

50c, \$1.00 Petticoats, 29c
Good quality sateen in black
and staple colors; cut full
size 29c

Women's Vests 8c
Swiss rib, low neck, with
no sleeves; 25c vests 8c

Umbrellas 49c
\$1 and \$1.50 umbrellas for
rainy weather; opening sale
..... 49c

\$1.50 Women's Kimonos 39c
Long Kimonos of flannel-
ette; large and small sizes.
..... 39c

Knives, Forks 5c
Table knives and forks;
good quality; opening sale 5c

Women's Handbags 29c
Women's black seal hand-
bags; small, medium and
large sizes 29c

Men's Rubbers 69c
Men's heavy and light storm
rubbers; values to \$1.25;
opening sale 69c

Sale of Boys' Suits at \$1.98 Extra Pair of Pants Free

50c Suspenders 19c
Men's light and heavy weight
suspenders; opening sale 19c

Men's Wool Socks 17c
Men's cashmere half hose,
black, tan and gray 17c

Silk Garters 9c
Men's silk garters; 25c and
35c values 9c

Soap 3c
Williams' shaving soap 3c

Brushes 9c
Williams' shaving brushes 9c

GLOVE SALE

50c work gloves—mule
skin, heavy grade, at .15c
Canvas gloves—regular
12 1/2c heavy canvas ... 4c
Men's and women's auto
gaiter gloves 69c
\$2.00 Men's and women's
fine dress gloves at .98c

12 1/2c Arrow Collars 6c
Regular 12 1/2c; opening
sale 6c

50c Men's Neckties 17c
Opening sale 17c

25c Handkerchiefs 8c
Men's initial handkerchiefs;
opening sale 8c

Fountain Pens 49c
Gold Mounted Fountain pens;
..... 49c

Watches \$1.98
For men and boys \$1.98

Pocket Knives 29c
75c and \$1 pocket knives 29c

SPECIALS

Boots \$2.98
and long lengths; values to
\$2.98
Suits 29c
and quality, worth 75c; opening
sale 29c
Gowns 49c
lightweight; high or low neck;
..... 49c
Handkerchiefs 1c
hemmed borders; opening
sale 1c
Oxfords \$1.98
or lace; values to \$4; opening
sale \$1.98
Work Shoes \$1.49
tan or black; opening
sale \$1.49

If you a gold dollar for 50 cents,
which amounts to the same
and pick any Suit or Over-
coat great deal less than their regu-
lar. We know you will become a
store if you get a bargain like

Men's Suits and Overcoats \$8.95

Formerly Priced \$15, \$18, \$20 and Up to \$25 in Value
Alterations Free!

Men's Suits \$5.85

Men's suits worth to \$12.50; open-
ing sale \$5.85

Men's Suits \$9.98

Formerly priced at \$25 the Fair's
opening sale \$9.98

Men's Overcoats \$7.98

Well tailored overcoats for men;
values to \$20, at \$7.98

Men's Raincoats \$3.98

Rubberized or cravenetted rain-
coats \$3.98

Extra Pair of Pants Free

With Every Men's or Boys' Suit

We believe a large part of our advertising appropriation should go direct
to our patrons.

Women's and Misses' Fall Suits

\$2.98, \$5.98, \$7.98 and \$9.98---Values Up to \$25.00

STYLES

Ladies' new fall suits, unpacked
from their express boxes this morn-
ing; right from one of the keenest
style makers of New York. That's
how new they are.

\$10.00 Girls Coats \$2.98
Only one of a kind; smart winter mod-
els, values to \$10, opening sale \$2.98

\$10.00 Ladies' Dresses \$3.98
Beautiful dresses of charmeuse silk,
crepe, taffeta and poplins \$3.98

\$10.00 Women's Coats \$3.69
Women's and misses' coats, plain col-
ors, plaids and mixtures, opening
sale \$3.69

\$4.00 Ladies' Skirts \$1.29
Fall skirts in excellent poplins, nobby
plaids and plain serges \$1.29

MATERIALS

You know the materials you want
in your fall suit: Beautiful poplins,
gabardines, broadcloths, chiffon—
box-coat, belted and plain tailored
styles; fur and braid trimmed.

\$10.00 Ladies' Dresses \$2.98
New styles, high waisted, extra special
value, opening sale \$2.98

Ladies' Furs \$2.89
Large assortment to select from. The
Fair's opening sale \$2.89

\$10.00 Fall Suits \$3.69
Handsome models in broadcloths, gab-
ardines and poplins, satin linings \$3.69

Rain Coats \$1.98
Ladies' rain coats of splendid material,
opening sale \$1.98



Sale of Men's \$1.00 Union Suits at . . . 59c

\$1.00 Wool Underwear 49c Men's natural wool shirts and drawers all sizes; opening sale 49c	\$2.00 Flannel Shirts 69c Men's California flannel shirts and drawers worth \$2.00.	Night Shirts 69c Men's outing flannel night shirts worth \$1.00, opening sale 69c
Shirts and Drawers 39c Men's cotton ribbed underwear in heavy weight, opening sale 39c	Union Suits 89c Men's fine quality union suits, open- ing sale 89c	\$2.00 Underwear 98c Men's Glastenbury wool shirts and drawers, value to \$2.00.
\$1.50 Underwear 69c Men's Australian wool shirts and drawers, value to \$1.50.	Pajamas 79c A sample line \$1.50 to \$2.00 pajamas, soisette, madras, crepe and percale.	50c Underwear 19c Fine combed Balbriggan shirts or drawers, value to 50c, at 19c

Phoenix Cut Price Department Store

THE FAIR

214 East Washington St.